

# Imua Polenisia



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## World Fire Knife Dance Competitions Heat Up May

Every year, it's the world's "hottest" event and it takes place right here at the PCC.

The Sixth Annual World Fire Knife Dance Competition highlights the upcoming "We Are Samoa" Festival, May 8-16. Doubling the "fiery" excitement is a junior division competition, with students from elementary, intermediate, and high school taking part.

This highly competitive and uniquely international championship is one of the Center's showcase events and attracts attention from around the world. Not just from competitors, but visitors and media as well.

**"The entire festival is a wonderful chance to celebrate the joyous and creative people of Samoa,"**

*Ellen Dela Rosa, Special Events Manager*

Last year's World Fire Knife Dance Competition winner was Pati Levasa of Western Samoa. The Junior Fire Knife Dance Competition winner was Sakaio Pupualii, also of Western Samoa.

Another popular event of the week-long celebration is the High School Arts Festival on May 16. High schools students throughout Hawaii show their cultural skills in entertaining and friendly competitions like basket-weaving, coconut-husking, banana-peeling, fire-making, singing, dancing, and speechmaking.

The "We Are Samoa" Festival also gives visitors an opportunity to taste authentic Samoan delicacies, admire original arts and crafts, and see fashions designed and crafted in Samoa. ■

## Message from the President

### Aloha!

I recently returned from a trip to Taiwan where our promo team put on a fabulous show at a sports festival that is equivalent to Taiwan's Olympics. The event was well attended and received lots of regional coverage.

Two things struck me about this trip. First, Taiwan has embraced Polynesia's culture with arms wide open. I am certain we will see more Taiwanese visitors at the Center in the near future.

Secondly, the Taiwan visit illustrates how the Center has adjusted to the fluctuating economies of the world. For instance, a year ago the Center received a high percentage of Korean visitors to Hawaii. This year, it is a completely different story.

Because of a national economic crisis, visitors from Korea have dropped to a fraction of last year. And the impact on the Center has been dramatic.

Adapting to the world's changing economies is nothing new to the Center. For several years, we have coped with the aftereffects of economic recessions that first plagued California, then Japan, and now afflict Korea and other parts of Asia.

It took some time, but California has since recovered and Japan is gradually gaining back its strength. Korea will bounce back as well.

In the meantime, the Center has increased its presence in other markets of the world. The Taiwan trip is a good case in point of our change in strategy. This marked the third consecutive year we visited Taiwan and the Center was the only foreign group invited to participate.

Our ever-growing relationship with the Chinese people and the city of Shenzhen is another excellent example.

Like every organization in Hawaii, the Center has been feeling the impact of the state's economic woes. Again, we have made adjustments by increasing our operational efficiency, improving the product, and becoming more aggressive in our marketing. Hawaii will recover and, believe me, so will the Center. However, while our period of recovery continues, all of us will have to chip in and do a little more than customary to maintain the Center's high level of success.

The Center is a vision fulfilled whose influence is always expanding to the benefit of Polynesians and people everywhere.

In 35 years, the Center has become one of Hawaii's premier institutions. But, even greater times are ahead.

*Mahalo nui loa,*

**-President Lester Moore**

"We are SAMOA"



*Arts Festival and Fire Knife Dance Competitions May 8-16, 1998*

## "We Are Samoa" Festival Schedule of Events

The schedule of events for the 6<sup>th</sup> Annual World Fire Knife Dance Competition and "We Are Samoa" Festival is as follows:

- May 8,** 6 p.m.–8 p.m. Junior Fire Knife Dance Competition Preliminaries  
Aloha Theater
- May 9,** 6 p.m.–9 p.m. World Fire Knife Dance Competition Preliminaries  
Aloha Theater  
Junior Fire Knife Dance Competition Finals  
Aloha Theater
- May 13-15,** 8 p.m. World Fire Knife Dance Competition Semi-Finals  
"Horizons" intermission,  
Pacific Theater
- May 16,** 9:30 a.m.–2 p.m. High School Arts Festival  
Pacific Theater  
6 p.m. & 8 p.m. World Fire Knife Dance Competition Finals  
"Horizons" intermission  
Pacific Theater

## New Logo Ushers In 35<sup>th</sup> Anniversary

Just in time for our 35th Anniversary celebration is a new look to go with it.

The Center has developed a new logo that will soon be incorporated into all of our written materials. It is a more distinctive image of a tried and true symbol that has served the Center well for a long time.

The new logo reintroduces the Center's 35 years of success in Hawaii and keeps intact Polynesia's unparalleled legacy of Pacific voyaging that makes our people so special among all the world. The new logo is also a subtle, but identifiable way of reminding the general public and media about the Center's incredible contributions and accomplishments to Hawaii during its first 35 years.

That unmatched record of success is worth celebrating in every way possible. ■



## Sterling Scholar Awards Upcoming

*On Saturday, May 30, the spotlight will again shine brightly on Hawaii's outstanding high school seniors when the 12th Annual Sterling Scholar Awards Program takes place at the Polynesian Cultural Center.*

The program continues to succeed because—despite these austere times—some very caring Hawaii corporations always join the Center in making a strong commitment to education and our children's future. We thank them for their ongoing support.

"Every year when you see how important these scholarships are to the students and their future, it really makes you appreciate what a great educational program this has become," said President Les Moore. "The Sterling

Scholars deserves everyone's support."

We should never forget that the Sterling Scholar Awards is one of the best scholarship programs in the country. Since its inception in 1987, over \$1 million has been given away in scholarship awards to deserving students throughout Hawaii.

For many of these students, the scholarships helped determine their choice of college and the course of their future. Everyone wins, especially Hawaii.

The Sterling Scholar Awards always receives good exposure from our media partners NBC Hawaii News 8, which is televising the awards program, and the Honolulu Star-Bulletin.

On May 30, this year's class of outstanding high school seniors will be honored with a prestigious awards program that has become synonymous with the Center. ■

## Kahaki'i Gallery Opens

*The Center is known throughout the world for many things beautiful in Polynesia, but soon it will be known for beautiful art as well.*

In conjunction with the 35th Anniversary celebration is the opening of the Kahaki'i Gallery, located in the Shop Polynesia area.

Kahaki'i, which means artist in Hawaiian, is a rarity in the islands—a fine art gallery of original works by talented local artists. From a marketing standpoint, the gallery will diversify our product mix and appeal to a broader range of customers.

Created with the guidance of Hau'ula resident and artist Kim Taylor Reece, Kahaki'i will showcase an array of local talents, like Reece, sculptor Jerry Vasconcellos, ceramicist Rauyl Nakayama, photographer Wayne Levin, and artists Lynn Cook, Scottie Flamm, and Rosalie Prussing.

"We have cornerstoned the gallery with art that is inspirational, beautiful, and an experience to remember," said Reece, who is the gallery's curator.

Kahaki'i is another example of the Center's eternal commitment to sharing the islands' culture by supporting Hawaii's artists and exposing their talents to residents and visitors from around the world.



Photographs by Kim Taylor Reece

**"We have cornerstoned the gallery with art that is inspirational, beautiful, and an experience to remember."**

*Gallery Curator and Artist, Kim Taylor Reece*

Let's all show our support and spread the word to our friends, neighbors, and business associates about this beautiful new art exhibit being opened at the Center. ■

## Coca-Cola Gives \$16k to Sterling Scholar Awards

*As successful as the Sterling Scholar Awards program has been for the past decade, it would not have been possible without the support of our corporate sponsors.*

Coca-Cola is the latest company to step forward on behalf of Hawaii's future generations with an impressive scholarship award sponsorship of \$16,000.

"Coca-Cola's generous contribution speaks volumes about their commitment to education and the value of providing oppor-

tunities to students who work hard and make a difference in their schools and communities," commented Director of Marketing Dave Cole.

With Coca-Cola's sponsorship, a new scholarship category will be created awarding the student with the most outstanding leadership qualities. This newest scholarship will be presented at the end of the awards program and will be open to all participants.

Judging will be based on a variety of factors, including the leadership qualities each student demonstrated in high school and the amount of community service they performed. ■



Phil Paragosa presents a check to President Lester Moore, Dave Cole and Delsa Moe.

## New Compact Disc Promotion at Work

The Center has been busy of late on the Honolulu side of the Koolaus plugging the new CDs from the Ali'i Luau and "Horizons."

Product Development Manager for Museum Stores, Scott Nagata arranged for the promo team to make some dazzling appearances recently at Ala Moana Center, Waikale, and Ward Centre to promote the CDs. More promotional appearances are planned in the upcoming months.

Nagata has been getting the most out of these marketing efforts. At each appearance, the Center received added exposure from a well-known promotional partner, like Honolulu Book Shops, Sam Goody's, and

Borders Book Stores.

They plastered their windows with posters of the Center and set up eye-catching displays promoting the new CDs. And the response has been very enthusiastic.

Our congratulations to the museum stores division on the new promotional campaign. ■

### Maintenance Dept. Employees of the Month for March:

*Part Time: Jared Walters, P.M. Crew*

*Full Time: Roland Damuni, Construction*



## Let's Be Careful Out There

This is a friendly, but serious, reminder that we all need to make sure and drive more carefully and stay within the speed limits of Kam. Highway and the roadways in our neighborhoods.

With upcoming events like the World Fire Knife Dance Competition and the Sterling Scholar Awards, the Center's activity level and number of visitors will be increasing. After that, kids will soon be out of school for the summer.

This means more people will be on the roadway leading to the Center. And unlike longtime North Shore residents, many of these drivers will not be as familiar with the twists and turns and nuances of Kamehameha Highway.

There's too much at stake at home and in our community to try and shave off a few minutes here and there by speeding and taking unnecessary risks. It's just not worth it.

We all know the families who have had to suffer because of traffic accidents and reckless driving. None of us wants to see this happen again.

For the sake of our families and neighbors, let's all make sure and do our part to better ensure everyone's safety. Slow down, drive with aloha, and be careful. ■

**Mahalo nui loa.**



## World Fire Knife Dance Competition Schedule

**Junior Preliminaries:** May 8, 6pm-8pm; Aloha Theater

**Junior Finals and Senior Preliminaries:**

May 9, 6pm-9pm; Aloha Theater

**Senior Semi-Finals:** May 13-15, 8pm; Pacific Theater

**Senior Finals:** May 16, 6pm & 8pm; Pacific Theater

# "WE ARE SAMOA" FESTIVAL

MAY 8-16, 1998



## 1998 Schedule OF EVENTS

- Friday*  
*May 8* 6:00-8:00pm *PRELIMINARY*  
Junior Fire Knife Dance  
Competition; Aloha Theater  
8:30-11:30pm *WELCOMING*  
Dance; Ali'i Luau
- Saturday*  
*May 9* 9:30am-12:00pm "WE ARE  
SAMOA" Devotional; Samoa Is.  
6:00-9:00pm *PRELIMINARY*  
World Fire Knife Dance  
Championship; Aloha Theater  
*FINALS* Junior Fire Knife Dance  
Competition; Aloha Theater
- Wednesday*  
*May 13* 8:00pm *FIRST* Semi Finals  
Intermission, Night Show
- Thursday*  
*May 14* 8:00pm *SECOND* Semi Finals  
Intermission, Night Show
- Friday*  
*May 15* 8:00pm *THIRD* Semi Finals  
Intermission, Night Show
- Saturday*  
*May 16* 9:30am-2:00pm  
*HIGH SCHOOL ARTS*  
Festival; Pacific Pavilion  
6 & 8:00pm *FINALS* World  
Fire Knife Dance Championship  
Intermission, Night Show

For Reservations please call: 293-3333.



**POLYNESIAN**  
CULTURAL CENTER

